

PATENT

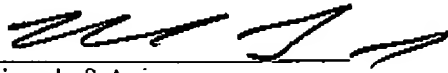
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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being faxed to 703-872-9306 on the date shown below to Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Date: 6-30-04
Himanshu S. Amin

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:

Applicant(s): Jerome Swartz, *et al.*

Examiner: Daniel St. Cyr

Serial No: 09/990,597

Art Unit: 2876

Filing Date: November 21, 2001

Title: CONSUMER INTERACTIVE SHOPPING SYSTEM

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION DATED APRIL 30, 2004

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the amendments and comments herein.